



2024 Average Annual Wage

34.4% increase from 2019-2024

2024 Employment Statewide

0.8% increase from 2019

Net Employment Change

2019-2024

2024 Number of Establishments

Employment Change

2019-2024

Performing Arts, Spectator Sports, and Related Industries

Amusement, Gambling, and Recreation Industries

Food Services and Drinking Places

The Hospitality industry includes arts, entertainment, and recreation sector, such as museums, historical sites, amusement parks, casinos, and other recreation; accommodation including hotels, motels, and other traveler accommodations; and food service sectors like food and drinking places. Hospitality represents 12.5 percent of total private sector employment in Missouri, employing 311,244 workers across 16,661 establishments in 2024.

Location quotient (LQ) compares the regional share of an industry to the national share. LQs that are higher than the national average of 1.0 indicate a higher employment concentration within a region. Missouri has higher employment concentrations in *Museums, Historical Sites, and Similar Institution* with an LQ of 1.19, *Performing Arts, Spectator Sports, and Related Industries* with an LQ of 1.18, and *Food Services and Drinking Places* with an LQ of 1.01.

Employment grew an average of 0.2 percent per year from 2019 to 2024, adding a total of 2,599 jobs. The industries with the greatest employment growth include *Performing Arts, Spectator Sports, and Related Industries; Amusement, Gambling, and Recreation Industries; Food Services and Drinking Places; and Museums, Historical Sites, and Similar Institution.*

MISSOURI CONCENTRATION OF HOSPITALITY ESTABLISHMENTS



HOSPITALITY TARGET INDUSTRY GROUP

NAICS	Industry	2024 Establishments	2024 Employment	2024 Average Annual Wage	2024 Employment LQ	2019-2024 Change in Employment
All	Total, All Industries	236,146	2,483,040	\$64,754	1.00	83,467
	Total, Hospitality	16,661	311,244	\$29,048	0.99	2,599
711	Performing Arts, Spectator Sports, and Related Industries	952	12,668	\$99,219	1.18	2,436
712	Museums, Historical Sites, and Similar Institutions	118	3,980	\$38,339	1.19	886
713	Amusement, Gambling, and Recreation Industries	1,716	31,435	\$25,149	0.90	1,966
721	Accommodation	1,481	31,784	\$36,370	0.89	-3,663
722	Food Services and Drinking Places	12,394	231,377	\$24,570	1.01	974

Source: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages, 2024 Annual Data
Target Industry aggregation may not equal sum of detailed industries due to data suppressions.

The average annual private wage in Hospitality in 2024 was \$29,048. This was \$35,706 less than the state's average annual private wage of \$64,754. The highest average annual wages within this industry were in *Performing Arts, Spectator Sports, and Related Industries*; *Museums, Historical Sites, and Similar Institution*; and *Accommodation*.

Four Hospitality industries had net employment gains from 2019 to 2024. *Performing Arts, Spectator Sports, and Related Industries* had the largest gain in employment, adding 2,436 jobs. *Food Services and Drinking Places* is the largest industry, employing 231,377 workers in 2024.

NOTES:
Target Industries are defined by North American Industry Classification System (NAICS) codes relevant to the target industry cluster. Industry clusters are not mutually exclusive and may include similar industry codes.

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